

การนำเสนอวิสัยทัศน์เพื่ออนาคตของเชียงใหม่ ภาคเหนือของไทย
เพื่อพัฒนาไปสู่เมืองที่มีความเข้มแข็งอย่างยั่งยืนเป็นแห่งแรกของประเทศไทย
และเป็นจุดมุ่งหมายของกลุ่มนักท่องเที่ยวที่มีความสนใจการท่องเที่ยวที่มีความรับผิดชอบต่อ
ท้องถิ่นและสังคมส่วนรวม

The Thaa Pae River Market & Festival Area Proposal & Related Projects in support of Chiang
Mai, as a Sustainable City and the Kingdom's first Responsible Tourism Destination



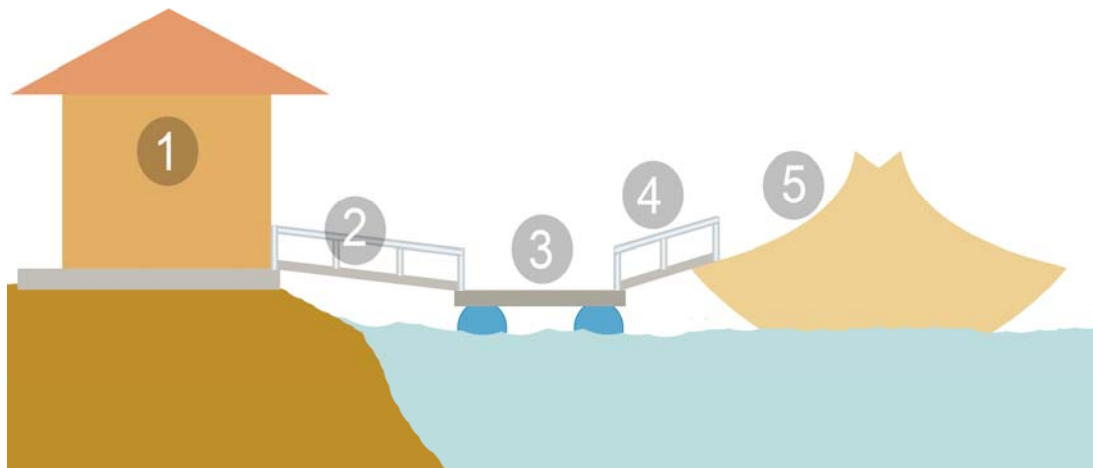
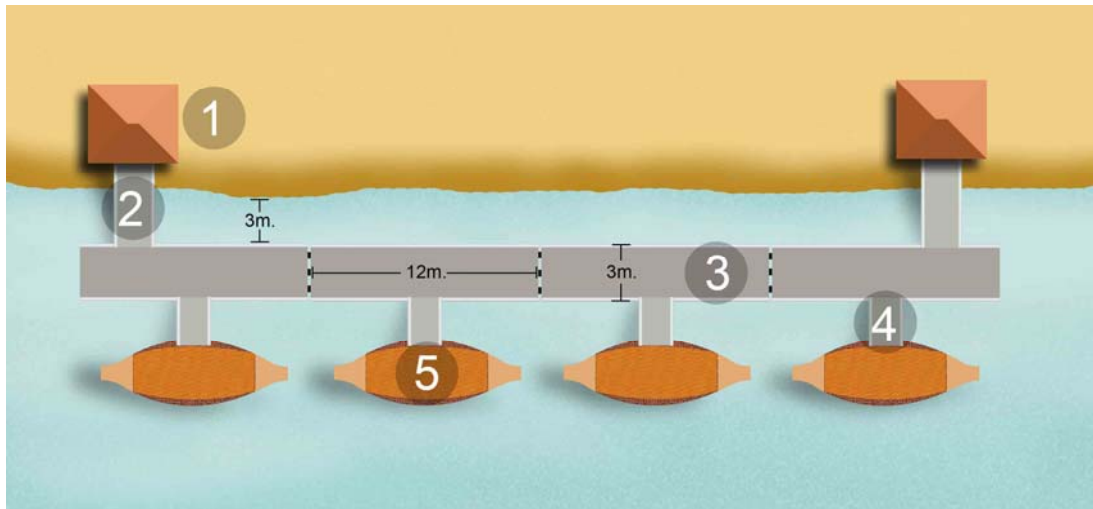
การนำเสนอนี้เพื่อการพิจารณาและรับฟังข้อชี้แนะโดยตัวแทนส่วนราชการที่เกี่ยวข้อง
และประชาชนชาวเชียงใหม่

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Phase 1. The Thaa Phae River Market & Festival Area
Schematics: Proposed layout (1) Plan View – (2) Side Elevation
(3) Typical Interior Layout (Image taken on Chao Phaya River with Wat Arun in background)



Executive Summary

River Cities in general

There are many great cities in the world that have a river running through them. Those that use the geographic feature to their best advantage are able to generate huge income by attracting domestic and international tourists or visitors to the area.

Each city that seeks to use its river for this purpose must take many things into consideration in order to ensure that the development model they choose will provide equitable solutions for any potential problems that it may create.

Chiang Mai has evolved over the past few hundred years from a classic (Chiang) or fortified city surrounded by a wall and moat to a modern provincial capital. Much of the beauty of its architecture, teak houses lining tree shaded cobbled (Soi) or lanes, and greenery has been lost in the name of progress.

There are many who claim that the 'character and charm' of the old city should never have been destroyed in the pursuit of progress. There are an equal number of people who applaud the steps taken towards modernity. Each argues for their own case and believes that their view is correct. **Surely there is room for compromise?**

The proposed Thaa Phae River Market & Festival Area project would provide the city of Chiang Mai with a **world class tourism attraction** that brings with it:

1. **STRONG MARKET APPEAL** – It will have enormous appeal to the world's tourist markets: Conventional tourism, families, MICE and special events tourism (gala dinners, weddings etc.) and as a platform for the north's many festivals.

Zoning can be put in place to allow for the modern commercialized versions of festivals to be conducted in one area, and the traditional versions – family and elderly people friendly – in another.

ข้อมูลเพื่อประกอบการพิจารณาเมืองที่มีที่ตั้งอยู่ริมแม่น้ำทั่วไป

มีหลายเมืองทั่วโลกที่ตั้งอยู่ริมแม่น้ำ ใช้ข้อได้เปรียบทางภูมิศาสตร์ในการสร้างรายได้อย่างมหาศาลจากนักท่องเที่ยวทั้งภายในและภายนอกประเทศ โดยเมืองที่จะใช้ศักยภาพของแม่น้ำให้ได้ประโยชน์สูงสุดต้องไม่ลืมที่จะศึกษาอย่างรอบคอบ และมีแนวทางป้องกันผลกระทบที่จะสร้างความเสียหายต่อสิ่งแวดล้อมและส่วนรวมที่จะเกิดขึ้นในอนาคตจากโครงการ

เชียงใหม่ได้พัฒนาจากเมืองเก่าที่มีความคลาสสิกสวยงามมีเสน่ห์จากเมืองที่มีคูเมืองและกำแพงล้อมรอบ สถาปัตยกรรมเรือนไม้สักแบบล้านนาเรียงรายอยู่บนถนนและตามตรอกซอกซอย และอุดมสมบูรณ์เขียวชอุ่มไปด้วยต้นไม้ นานาพันธุ์สูญหายไปกับการเปลี่ยนแปลงและพัฒนาไปสู่เมืองที่เจริญและทันสมัยปัจจุบัน

หลายคนมองว่าเราไม่ควรทำลายความมีเสน่ห์และความเป็นเอกลักษณ์ของเมืองในอดีตจากการพัฒนา แต่ก็มีอีกหลายคนที่เห็นด้วยกับการเปลี่ยนแปลงและพัฒนาให้ทันสมัยนิยม ซึ่งทั้งสองฝ่ายต่างยึดมั่นในจุดยืนของตนโดยเชื่อว่าสิ่งที่ตนคิดนั้นถูกต้อง ซึ่งเป็นที่แน่นอนว่าหากหันหน้าเข้าหากันย่อมมีทางออกที่ดีและเป็นที่พอใจของทุกฝ่าย

โครงการตลาดน้ำท่าแพและสถานที่จัดงานเทศกาล (Thaa Phae River Market & Festival Area) จะทำให้เชียงใหม่กลายเป็นเมืองที่น่าสนใจท่องเที่ยวระดับโลกดังต่อไปนี้

1. สามารถสร้างจุดแข็งทางการตลาด
โครงการนี้จะสร้างจุดแข็งและความได้เปรียบทางการตลาดและสร้างแรงจูงใจตลาดกลุ่มเป้าหมายทั่วโลกทั้งตลาดประชุมสัมมนา นักท่องเที่ยวที่มาเป็นครอบครัว กลุ่มทัวร์ และกลุ่มจัดงานอีเวนต์ต่างๆ (ไม่ว่าจะเป็นงานเลี้ยงงานแต่งงาน และงานเปิดตัวสินค้าต่างๆ) และโครงการยังสามารถใช้เป็นสถานที่จัดงานเทศกาลของทางเหนือได้เป็นอย่างดี โดยโครงการจะถูกออกแบบเป็นโซนให้เหมาะสมและสวยงามสัมพันธ์กันอย่างลงตัว จากประโยชน์ใช้สอยที่แบ่งแยกเป็นสัดส่วน ทั้งส่วนร้านค้าและ

<p>2. PRODUCT DIFFERENTIATION – It will help differentiate the city from its regional competition at a time when too many cities are presenting the same set of attractions to the tourist market.</p> <p>3. INCREASED REVENUE & VISITOR NUMBERS – It will provide a huge boost to the city’s tourism revenues and visitor numbers solving many of the major and urgent problems we face: low hotel occupancy levels, low room rates and a lack of customer demand for direct flights.</p> <p>4. IMMEDIATE INCREASE IN DOWNTOWN PROPERTY VALUES – There is little doubt that the introduction of proposed river market & festival area, supported by the Mae Kha Canal walking street, and the greening of down town Chiang Mai, will and bring an immediate and significant boost to down town property values.</p> <p>5. ENVIRONMENTALLY FRIENDLY DESIGN - The design of the project ensures that it is both environmentally and socially responsible:</p> <ul style="list-style-type: none"> a. It does not impede the flow of the river. b. The key components are all ‘floating units’ that can be removed completely if ever the need to do so arises. c. They can be removed temporarily as and when required (i.e.) in heavy flooding or extreme low water conditions. <p>6. LEGALLY COMPLIANT – It is understood that as the project consists mainly of floating structures it will need to obtain operating permission from, and comply with the Harbour Authority regulations for such structures/vessels.</p>	<p>ส่วนจัดงานเทศกาล</p> <p>2. ความแตกต่างในตัวสินค้า โครงการนี้จะช่วยสร้างแรงดึงดูดและความน่าสนใจที่แตกต่างไปจากเมืองอื่นๆในภูมิภาคนี้ที่เป็นคู่แข่งทางการท่องเที่ยวของเรา</p> <p>3. เพิ่มขีดความสามารถในการสร้างรายได้และจำนวนนักท่องเที่ยวเพิ่มขึ้น โครงการจะเพิ่มขีดความสามารถในการสร้างรายได้และจำนวนนักท่องเที่ยวได้อย่างมากมาย และยังสามารถที่จะช่วยแก้ปัญหาต่างๆที่เกิดขึ้นได้ ไม่ว่าจะเป็นปัญหาความตกต่ำทางธุรกิจที่พักริโรงแรม, ปัญหาขายห้องพักไม่ได้ราคา และจำนวนนักท่องเที่ยวและผู้โดยสารของสายการบินที่ลดลง</p> <p>4. เพิ่มมูลค่าในอสังหาริมทรัพย์ จากโครงการที่นำเสนอทั้งโครงการตลาดน้ำท่าแพ, โครงการถนนคนเดินคลองแม่ข่า และโครงการเมืองสีเขียวนี้หากทำสำเร็จ สิ่งที่จะตามมาทันที คือมูลค่าที่เพิ่มขึ้นของอสังหาริมทรัพย์ในพื้นที่ใกล้เคียงโครงการที่จะปรับตัวสูงขึ้น</p> <p>5. การออกแบบที่เป็นมิตรต่อธรรมชาติ การออกแบบโครงการจะมุ่งเน้นความเป็นมิตรและรับผิดชอบต่อธรรมชาติเป็นหลัก ทั้ง</p> <ul style="list-style-type: none"> 5.1 ไม่เป็นอุปสรรคกีดขวางต่อการไหลของน้ำในแม่น้ำ 5.2 โครงการจะถูกออกแบบบนโครงสร้างลอยน้ำสามารถเคลื่อนย้ายออกหมดได้เมื่อต้องการ 5.3 สามารถเคลื่อนย้ายเป็นการชั่วคราวในกรณีน้ำท่วมหรือน้ำแห้งเป็นตามฤดูกาล <p>6. ดำเนินการภายใต้กรอบกฎหมาย เป็นที่เข้าใจกันว่าการดำเนินการใดๆในแม่น้ำจะต้องได้รับการอนุญาตจากกรมเจ้าท่าและเป็นไปตามกฎหมายเพื่อความถูกต้องและสบายใจของทุกฝ่ายที่เกี่ยวข้อง ดังนั้นโครงการ</p>
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<p>Points of access to the river market project (at intervals along the river bank) would either be through private property or through land leased from the local government.</p> <p>7. HIGH STANDARDS OF SAFETY & SECURITY -The toll gate only entrance and exit system will allow for a high standard of safety, security and the use of 'soft social controls' where required.</p> <p>8. TIME TO COMPLETION – Once permissions are granted the project designer is confident that the project could be completed in 18-24 months, with the first phase of 12 barges online within 12 months.</p> <p>9. HISTORICAL ROOTS – It will use the attraction of Chiang Mai's past, presented in an authentic manner to provide generous funding for its future prosperity based on the principles of sustainable development.</p> <p>10. COMMUNITY INVOLVEMENT & REVENUE SHARE – The project designer is proposing that in support of its responsible approach to tourism development, an agreed percentage of any 'entrance fee revenues' be awarded to the community - represented by a coalition of civic groups.</p> <p>Note* Track of the Tiger T.R.D. Co., Ltd., has registered copyright of this document. The company has access to private sector funding to undertake the Thaa Pae River Market & Festival Area Project, and is now in the process of canvassing opinion on the project from the local community groups prior to making formal application for the relevant operating permissions & licenses.</p>	<p>จะต้องถูกออกแบบและดำเนินการโดยยึดหลักกฎหมายของหน่วยงานที่อนุญาต</p> <p>ประตูทางเข้าสามารถเชื่อมต่อกับที่ดินของส่วนเอกชนหรือที่ดินส่วนราชการที่ได้รับอนุญาตและมีสัญญาอย่างถูกต้อง</p> <p>7. ระบบความปลอดภัยที่มีมาตรฐาน โครงการจะมีระบบรักษาความปลอดภัยอย่างมีมาตรฐานสูง ทั้งเจ้าหน้าที่รปภ. และเจ้าหน้าที่ช่วยเหลือในกรณีเกิดอุบัติเหตุในแม่น้ำ และระบบประตูเข้าออกแบบโทลเกต อย่างเช่นที่ใช้กับสถานีรถไฟ เพื่อความสะดวกในการเข้า-ออกโครงการ</p> <p>8. ระยะเวลาการดำเนินการของโครงการ เมื่อโครงการผ่านการอนุมัติ ผู้ออกแบบโครงการมีความมั่นใจว่าสามารถดำเนินการเฟสแรกให้แล้วเสร็จและเปิดให้บริการได้ภายใน 12 เดือน</p> <p>9. รากฐานทางประวัติศาสตร์ โครงการจะใช้จุดเด่นของเชียงใหม่ในอดีต ทั้งศิลปะ วัฒนธรรม ประเพณีและวิถีชีวิตเพื่อเป็นจุดขาย สามารถสร้างรายได้ที่จะนำไปสู่การพัฒนาอย่างยั่งยืนในอนาคต</p> <p>10. องค์กรของชุมชนมีส่วนร่วมและส่วนแบ่งรายได้ ผู้ออกแบบโครงการต้องมีแผนสนับสนุนองค์กรที่ก่อตั้งจากตัวแทนกลุ่มต่างๆที่จะช่วยดูแลพัฒนาการท่องเที่ยวของโครงการโดยระบุส่วนแบ่งรายได้เป็นเปอร์เซ็นต์จากค่าผ่านประตู เพื่อสนับสนุนงบประมาณการทำงานของแต่ละองค์กรที่ให้การสนับสนุน ในการพัฒนาโครงการในระยะยาวได้</p> <p><u>หมายเหตุ</u> บริษัทแทรค ออฟ เดอะ ไทเกอร์ ที.อาร์.ดี จำกัด ผู้ซึ่งนำเสนอโครงการได้ยื่นขอจดสิทธิบัตรโครงการไว้เรียบร้อยแล้ว และทางบริษัทสามารถหากลุ่มทุนเอกชนเข้ามาสนับสนุนงบลงทุนในโครงการนี้ได้ ขณะนี้โครงการอยู่ในระหว่างการดำเนินการเปิดโอกาสให้ผู้ที่เกี่ยวข้องในท้องถิ่นได้แสดงความคิดเห็นเพื่อนำไปสู่การปฏิบัติเพื่อประโยชน์สูงสุดต่อส่วนรวม ก่อนจะมีการขออนุญาตดำเนินการให้ถูกต้องตามกฎหมายต่อไป</p>
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<p>Part 2. The ‘Make Over’ of Down Town Chiang Mai The Project Outline</p> <p>The conversion of the Mae Kha Canal to a permanent ‘walking street.’</p> <p>The greening and renovation of key main roads.</p> <p>The greening and renovation of selected Soi’s (lanes)</p>	<p>ระยะ 2 การเปลี่ยนโฉมเมืองเชียงใหม่ โครงการโดยรวม การเปลี่ยนแปลงคลองแม่ข้าสู่ถนนคนเดินอย่างถาวร การเปลี่ยนแปลงถนนสายหลักให้เป็นถนนสีเขียว การเปลี่ยนแปลงซอยที่ถูกเลือกให้เป็นซอยสีเขียว</p> <p>หมายเหตุ * รายละเอียดเพิ่มเติม (หัวข้อ 2.1.2.) เมื่อต้องการส่งข้อความความคิดเห็นหรือข้อชี้แนะ รวมถึงรายละเอียดใน ทุกมุมของหัวข้อนำเสนอนี้.</p>
<p>Note* Please use the paragraph reference system (i.e. 2.1.2.) when submitting comment or requesting clarification on any aspect of the proposals.</p> <p>Part 3. The ‘Future Trends Studies’ for Chiang Mai</p> <p>The Development of Chiang Mai – The city has no future if it does not learn from the mistakes of the past.</p> <p>We have established an online forum: (1) A Comments Section – for you input relating to the projects outlined in this proposal.</p> <p>(2) A Future Trends Forum – for your input regarding the things that will affect Chiang Mai going forward. This is designed to assist the city’s leadership in evaluating how the study of future local, regional and global trends can help guide the people of Chiang Mai in positioning the city and its people for a brighter future.</p> <p>Please visit the Chiang Mai ‘Future Trends Studies’ forum on www.track-of-the-tiger.com</p>	<p>ระยะ 3 การศึกษาเพื่อกำหนดแนวทางการพัฒนาเชียงใหม่ เราควรที่ศึกษาและนำเอาผลที่ได้รับจากข้อผิดพลาดในอดีต มาพัฒนาเมืองเชียงใหม่ในอนาคตที่ดีต่อไป</p> <p>เราได้จัดตั้งเวทียสนทนาออนไลน์: (1) ในส่วนที่ร่วมแสดงความคิดเห็น – สำหรับนำเสนอข้อคิดเห็น เกี่ยวกับโครงการที่นำเสนอไว้ในเอกสารนี้. (2) ร่วมกำหนดทิศทางในอนาคต - การนำเสนอข้อคิดเห็นที่จะมีผลเกี่ยวเนื่องกับการ ทำให้เชียงใหม่เจริญก้าวหน้าไปข้างหน้า รวมทั้ง ยังช่วยเป็นแนวทาง ให้ ผู้ที่มีอำนาจหน้าที่ให้ในการประกอบการพิจารณาและประเมินผลเพื่อกำหนดแนวทางการพัฒนา หมู่บ้านจังหวัด ภูมิภาคหรือระดับโลก ข้อคิดเห็นที่จะส่งนำผลประโยชน์ให้กับอนาคตของเมืองเชียงใหม่ เพื่ออนาคตที่สดใสต่อไป.</p> <p>รายละเอียด อ่านได้ที่ 'การศึกษาแนวโน้มในอนาคตของเชียงใหม่' www.track-of-the-tiger.com หรือ</p>

<p style="text-align: center;">RESPONSIBLE TOURISM <i>There really is no other option</i></p> <p>The world is very busy now, destroying the home of future generations. There will be many more 'summit' meetings. And, as usual, selfish political and economic interests will prevail. Pollution and climate change will likely continue, until the 'tipping point' is reached, and it is then too late to reverse course. The consequences are unthinkable.</p> <p>Should the travel business do nothing? Or should we work with civic groups, local government and NGO's to introduce a more 'responsible model' for tourism. A model that supports the aspirations of the global citizen for a safe, sustainable environment in which to live and to raise their children, one that is not as at present, in direct conflict with that goal?</p> <p>Web 2.0 technology allows the 'man in the street' a powerful means of communication that can be used to empower both those who provide the tourism product, and those who buy it, with the ability, the (amplified voice), and the financial strength (the collective tourist dollar) to make sure they are heard – and are an effective counterbalance to the voice of the vested interest groups.</p> <p>The 'private sector – community involved' proposals in this document, address the environmental, social and the tourism related problems in one city - Chiang Mai, Thailand.</p> <p>In doing so it shows how 'responsible tourism' can and must play a more effective role in ensuring the host communities and countries it touches of an equitable and sustainable future – outside of and beyond tourism. If you wish to be a part of the 'Responsible Tourism Alliance', then find out more about it on www.responsible-tourism-alliance.org</p> <p>The RTA is collaboration between progressive tourism industry business operators and their concerned customer base. They are intent on developing responsible tourism and special interest travel as a viable and preferable alternative to mass tourism.</p>	<p style="text-align: center;">การท่องเที่ยวแบบยั่งยืน ซึ่งเป็นหนทางเดียวเท่านั้น</p> <p>ในโลกอันสับสนวุ่นวายและมากด้วยปัญหาในปัจจุบัน อันจะก่อเกิดผลเสียที่ร้ายแรงต่อทั้งปัจจุบันและอนาคต ทั้งมลภาวะที่เป็นพิษและปัญหาต่างๆที่ประสบอยู่ในปัจจุบันซึ่งจะส่งผลไปถึงคนรุ่นหลัง ซึ่งจะนำไปสู่การพบปะพูดคุยหาทางออกของปัญหา แต่หากผู้มีอำนาจหน้าที่เล็งแต่จะเห็นแก่ประโยชน์ส่วนตน ปัญหาต่างๆทั้งปัญหาเศรษฐกิจ สังคม และมลภาวะก็ยังคงอยู่และอาจจะบานปลายไปสู่จุดวิกฤตจนเกินที่จะแก้ไขได้</p> <p>ธุรกิจการท่องเที่ยวควรจะนิ่งดูดาย หรือ ควรจะรวมตัวกับกลุ่มภาคประชาชนต่างๆ เทศบาล และองค์กรเอกชนเพื่อริเริ่มการใช้แม่แบบของการท่องเที่ยวอย่างมีสำนึกรับผิดชอบ ที่เป็นแม่แบบที่จะช่วยต่อลมหายใจให้กับคนทั่วโลกเพื่อสิ่งแวดล้อมที่ปลอดภัยและยั่งยืนซึ่งเป็นที่ที่เราอยู่อาศัยและเลี้ยงดูลูกหลานของเรา</p> <p>การใช้เทคโนโลยีเว็บ 2.0 จะช่วยเป็นกระบอกเสียงสำคัญ ในการ "รวบรวมทุกเสียง" ให้กับผู้บริโภค และ ผู้ผลิต</p> <p>เพื่อที่จะให้ทั่วโลกได้รับทราบ ถึงการแสดงสิทธิอันชอบธรรมในการถ่วงดุลของทั้งสองฝ่ายในการใช้สิทธิที่ตนมีอยู่</p> <p>ส่วนในภาคของเอกชน - กลุ่มอาสาสมัครที่เกี่ยวข้อง</p> <p>ข้อเสนอในเอกสารนี้ ได้นำเสนอถึง ความเกี่ยวโยงกันกันของสภาพแวดล้อม, สังคม และการท่องเที่ยวที่เป็นหนึ่งในปัญหา ที่เกิดขึ้นมาในจังหวัดเชียงใหม่</p> <p>ในขณะที่เดียวกันก็ขอ นำเสนอ ถึง บทบาท ของ "การท่องเที่ยวอย่างมีสำนึกรับผิดชอบ" มาใช้อย่างไรให้ได้ประสิทธิภาพอย่างแน่นอน โดยการร่วมมือกันของ กลุ่มต่างๆ จากท้องถิ่น เพื่อการพัฒนาไปอย่างยั่งยืน นอกเหนือจากขอบเขตของธุรกิจการท่องเที่ยว</p> <p>ท่านที่สนใจ จะเข้าร่วมเป็นพันธมิตร กับกลุ่มการท่องเที่ยวอย่างมีสำนึกรับผิดชอบ ดูรายละเอียดเพิ่มเติมได้ที่ www.responsible-tourism-alliance.org</p> <p>เครือข่ายการท่องเที่ยวอย่างมีสำนึกรับผิดชอบเป็นความร่วมมือกันระหว่างผู้ประกอบการธุรกิจการท่องเที่ยวที่มุ่งเน้นที่จะก้าวไปข้างหน้ายึดถือความต้องการของผู้บริโภคเป็นตัวแปรสำคัญ ซึ่งโดยส่วนมากมุ่งเน้นประเด็นหลักไปยังกลุ่มนักท่องเที่ยวแบบมีสำนึกรับผิดชอบ และ การท่องเที่ยวที่มีความสนใจเฉพาะด้านให้เป็นทางเลือกใหม่ที่แพร่หลายไปทั่วโลก มีความก้าวหน้า และเป็นที่น่าพึงพอใจแทนการท่องเที่ยวแบบกรึบใหญ่ ๆ</p>
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The Project Outline
Design – Proposed Implementation & Operation
 by
Track of the Tiger T.R.D.



1.1. The Location of the Thaa Phae River Market & Festival Area

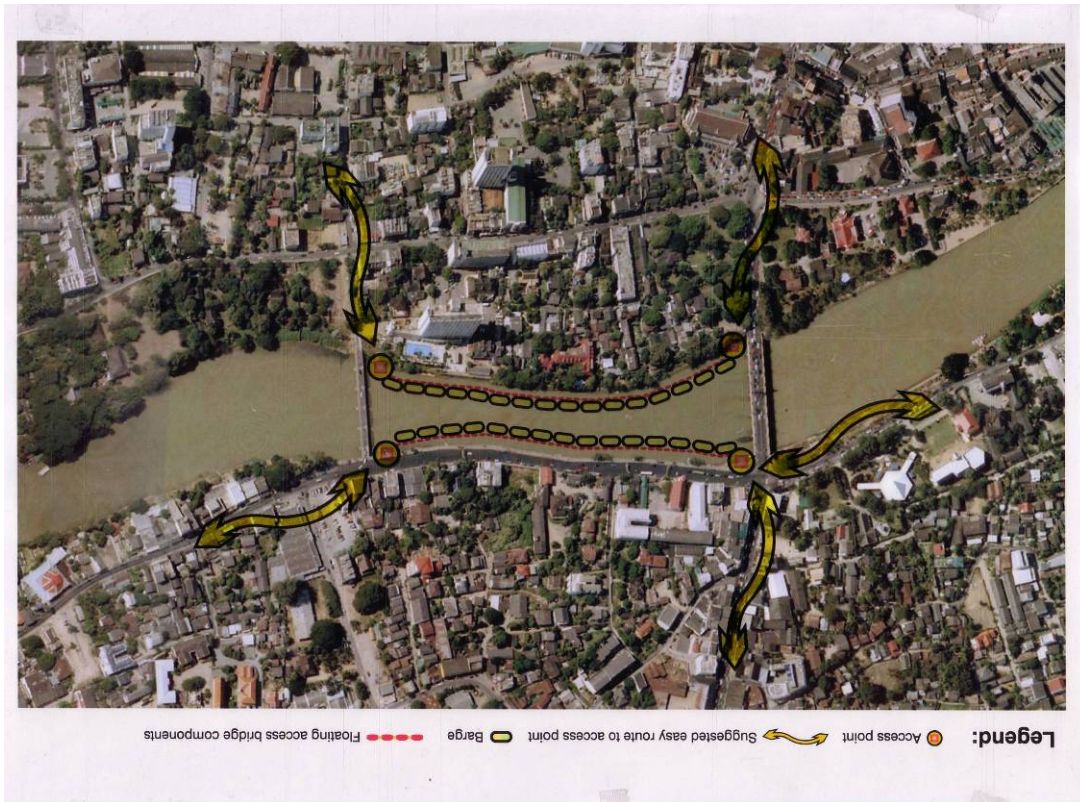
Two locations were shortlisted as suitable for this project:

1. The first at the narrowest part of the river just south of the Steel Bridge at the east end of Loy Kroh road. This was selected as it connects directly to Loy Kroh road, a centre piece in the third stage of the overall project – the greening of down town Chiang Mai.
2. The second is just upstream from the Narawat Bridge, between Wat Ket and the Worowot market, where the original Scorpion Tailed Boats were loaded and unloaded, and where the Pack Trains operated by the Jin Haw started and ended their journeys. The area was then called Ban Thaa (Port Village) and was as such an international trade junction for goods moving from Yunnan China to Moulmein in Burma, as well as to and from Bangkok.

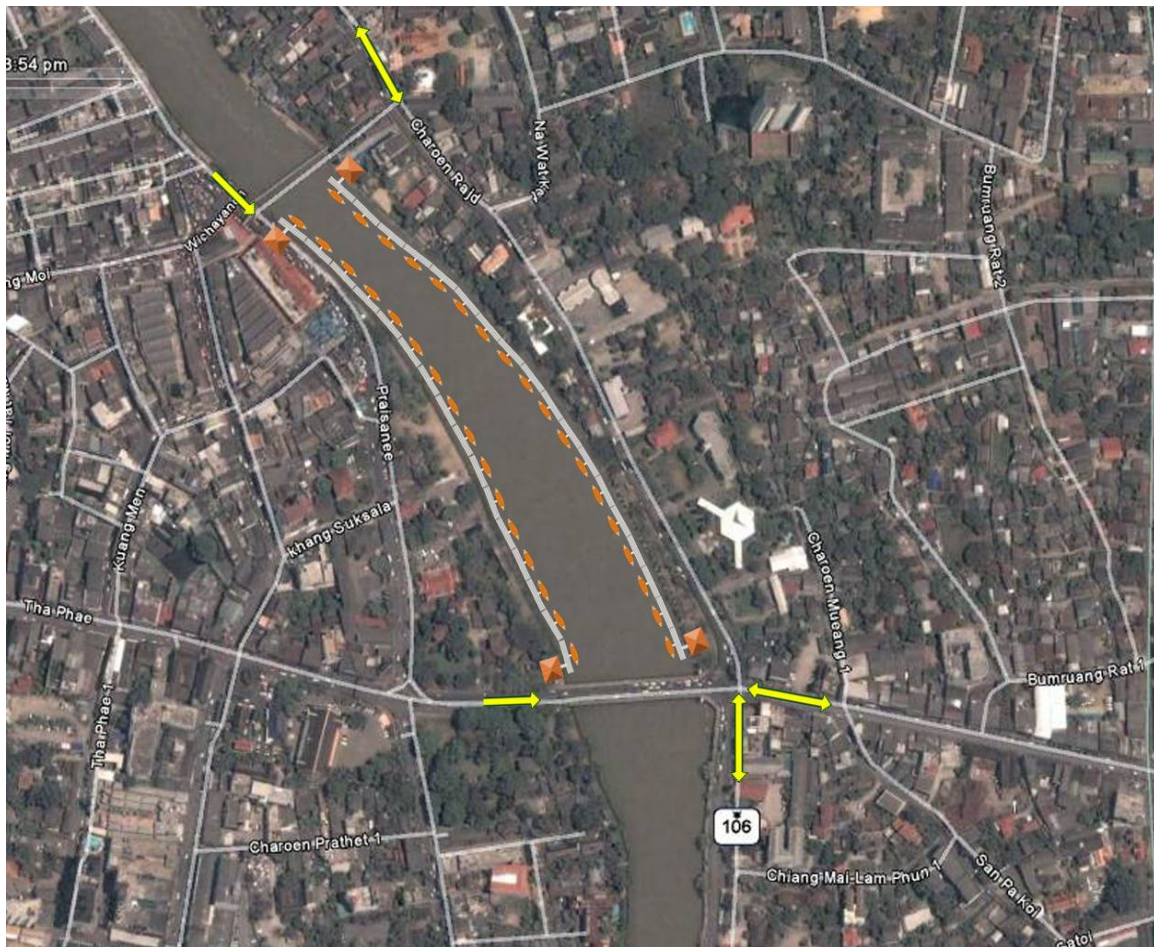
1.2. The size and layout of the project.

- 1.2.1. The overall size of the project is expected to consist of between 100 and 150 Scorpion tailed barges along a total walkway length of 2-3kms. (1 to 1.5km on each side of the river.)

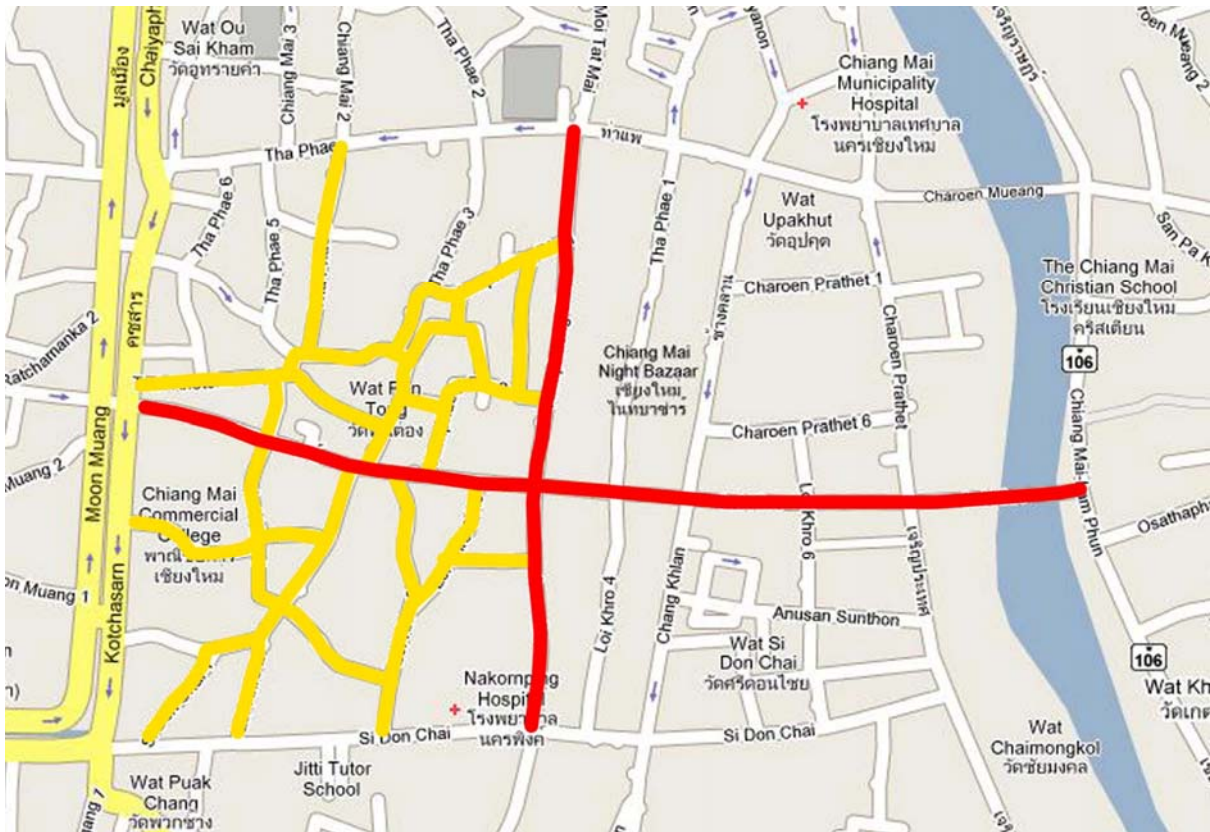
(See: Top & Bottom Images below)



1.2.2. Top Image - Location 1. 1.2.3. Bottom Image – Location 2. (as detailed above)



1.2.4. Standard Map of the downtown area in which the projects would be implemented



The Key Components

1.3.0 The Park and Ride Stations

- 1.3.1. Park and ride stations would be established in suitable locations on the perimeter of the inner city to allow people to transfer from their own cars to environmentally sensitive public transport that carries the to and from the down town area.
- 1.3.2. It is assumed that a deal could be struck with the major shopping outlets TESCO, ROBINSONS, KAD SUAN KAEW, MACRO etc. to use their facilities as it may also generate custom for their businesses.

1.4.0. The Public Transport options

- 1.4.1. Obviously in the medium to long term, an environmentally public transport system needs to be developed for the city that will help address its air pollution problems. There are however a great number of 'Tuk Tuk' and 'Songtaew' (local transport) drivers dependant on their vehicles for a living.
- 1.4.2. Therefore an interim solution worth considering is the introduction of an updated version of the 'Tuk Tuk', (a 6 seat version, and a 9-12 seat '4 wheel Songtaew' version) with either LPG or electric engines. They should be used to transfer guests between the city centre and the parking venues.

Note* The electric JEEPNEY has been successfully introduced to the Philippines enabling this ubiquitous form of transport to go green whilst retaining its character.

Note* Chiang Mai already has a company producing the 'heavy duty' TUK TUK and 4W vehicles for the domestic and export markets.

1.5.0. The Toll Gate Access Point

- 1.5.1. Would be located on private property of on land provided for the project on lease from the local authorities responsible for it. **(See: Schematic 1 below)**
- 1.5.2. Would be multi-functional.
- 1.5.3. Toll gate access collecting payment from visitors entering the river market and festival area.
- 1.5.4. Museum display area – showcasing aspects of the northern Thai culture.
- 1.5.5. **A Security, Fire & Medical Services station with the option of introducing 'soft' solutions' for social problems encountered: drunk and disorderly behaviour violence, inappropriate behavior etc. if the community wants them implemented.**

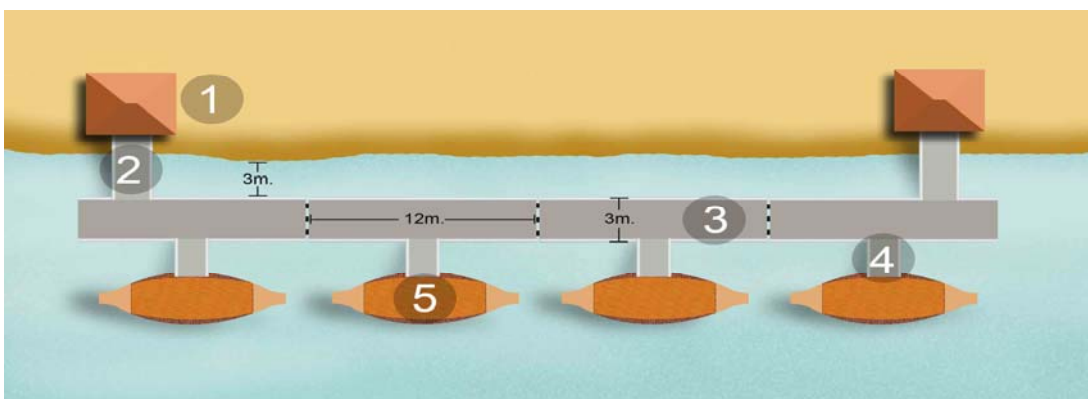
1.6.0. The Harbour Authority

- 1.6.1. We have assumed that all structures on the riverside of the toll gate access building would fall within the jurisdiction of the 'Harbour Authority' and would therefore have to comply with their rules and regulations for floating structures, or structures that project into the waterway.

1.7.0 The Toll Gate to Walkway Access Ramp.

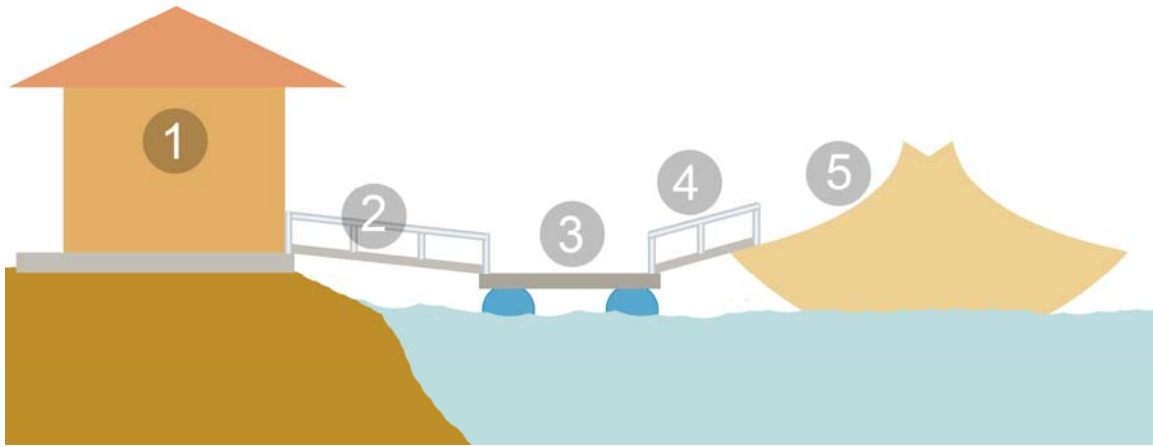
- 1.7.1. The structure would have a cantilever arm on one end and fixed plane movement wheels on the other (floating walkway end) in order that it may rise and fall with the changing height of the river, and be recovered 'draw bridge style' when not in use.

- 1.7.2. **Schematic 1.** Shows a **PLAN VIEW** of the key components: (1) toll gate – (2) toll gate ramp – (3) floating walkway in 12m lengths – (4) short access ramps to Scorpion Tailed Barges – (5) barges.



- 1.7.3. Individual flat bottomed barges – modeled on the 'Scorpion Tailed Boats' that used to ply the river between Ayuddhya and Chiang Mai in earlier times. The barges, app. 3.5m to 4m

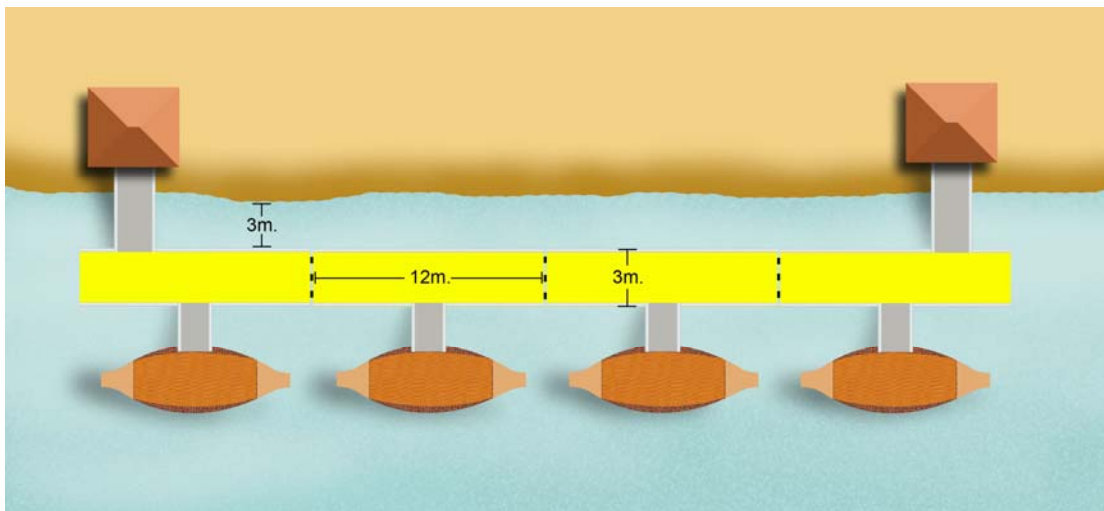
wide x 12-18m long would be made of modern lightweight materials. They would be moored to the floating jetties. **(See Schematic 2. Below)**



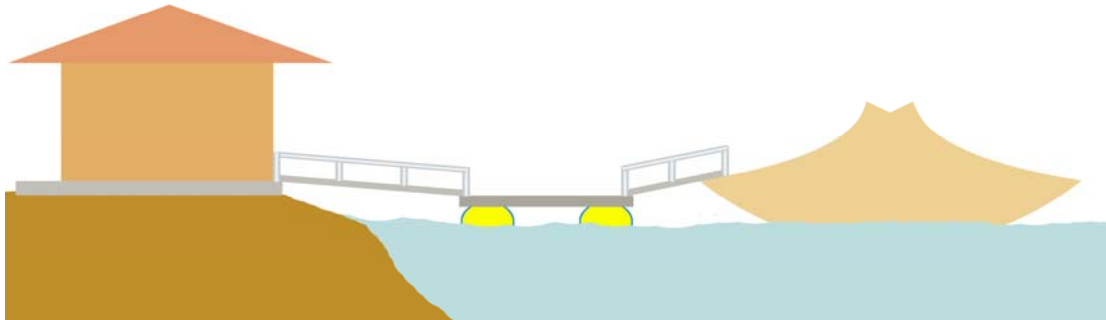
1.7.4. Schematic 2. Shows a **ELEVATION VIEW** of the key components in: (1) toll gate – (2) toll gate ramp – (3) floating walkway in 12-18m lengths – (4) short access ramps to Scorpion Tailed Barges – (5) barges.

1.8.0. The Floating Walkways

- 1.8.1. These structures would be 12-18m in length x 3m in width x 40cm deep. The walkway surfaces would be non slip and probably made out of heavy duty 'resin' based materials.
- 1.8.2. The walkways can be fitted with lightweight 'sunshade' protection – either natural (creeper covered) or man-made awnings.
- 1.8.3. They would be mounted on two pontoons running the length (north-south) of the walkway unit, and designed to be extremely buoyant even when fully loaded.
- 1.8.4. **Schematic 3.** (below) Shows floating walkway components as 12-18m lengths.



1.8.5. Schematic 4 – (below) Shows the floating walkways on their pontoons.

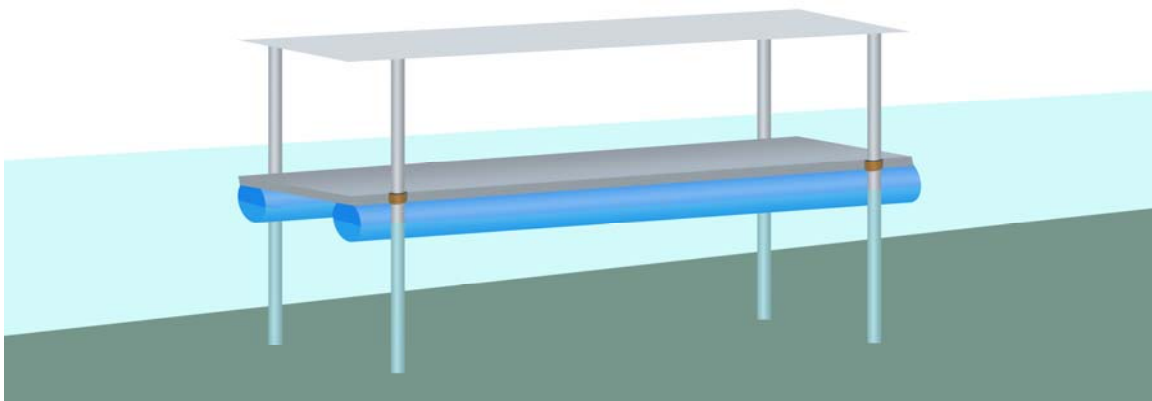


1.9.0. The Zoning or Areas by Function

- 1.9.1. There would be many attractions and many different customer types attracted to the market. By using the toll gate system (plus north south control points on the walkways) different entertainment areas can be set aside for different customer groups. Adult, Youth & Family areas can be established to ensure that each group may enjoy the attraction without infringing on the rights or sensitivities of the others.
- 1.9.2. **Note*** Many people, particularly the elderly and those with young children want to enjoy Songkraan and Loy Kratong in a 'safe' environment. Not easy under without a zoning system in place.
- 1.9.3. Toll gate entrances to the different areas can be controlled by issuing different access cards for each, sold at different prices.

1.10.0. Securing the walkways and barges in place

- 1.10.1. A simple 4 legged frame is used. It has four legs that fit through guides on the sides of each floating walkway section and run down into the river bed. Legs are hollow and fitted with valves that allow us to use 'high pressure water jetting' to dig them into the river bed, securing the floating walkway in place. The same operation is done in reverse to remove them.
- 1.10.2. **Schematic 5** – (below) A draft design for the TPRM floating walkway stabilizing system



1.11.0. The Scorpion Tailed River Barges

1.11.1. Historically Accurate - The scorpion tailed river boat was the traditional craft used for ferrying passengers and goods down the Ping and Chao Phaya Rivers to the capital. It was loaded and unloaded on the riverbank in the area of Wat Ket, before the 'market' was relocated to the current side and named 'Wororot Market'.

1.11.2. Design – It is a stunningly simple yet elegant design, based on the original Scorpion tailed boats. Its size has been scaled up to meet the requirements of its multi faceted use as a component of the Thaa Phae River Market & Festival area.

1.11.3. Aesthetics - The barge design includes a northern Thai style roof line to enhance the aesthetic appeal of the vessel and to facilitate the craft's use for a range of business types.

1.11.4. Originality - All Scorpion Tail Barges would be finished to resemble the originals, i.e. look like they were made from teakwood planking.

1.11.5. Construction Materials used in the 12-18m long, 3-3.9m wide vessel will be from glass fibre or steel or a combination of modern durable materials.

1.11.6. Layout Options - The Scorpion Tailed barges will have a covered with the above deck section as the primary customer area, with the stock rooms, kitchen/galley or logistics area below decks. It may, subject to stability and draught characteristics allow for a second (half or full length) customer deck or service area depending on the function.

1.11.7. Power Options – May be self powered to allow the vessel to be moved to and from a launch and recovery slipway, or non powered, reliant on small tug boats for that operation.

1.12.0. The Barge Design Types & Functions

1.12.1. The basic hull shape and size would remain the same for all the different functions it would be used for uses. The variations would be in whether they were fitted had one or two service decks, and whether or not the extra deck was above the main deck line or below it.

1.12.2. Artist Impressions – Typical Barge Interiors



Image (above) Classic deck restaurant layout – on the Chao Phaya with Wat Arun in background.

Image (below) Private below decks dining area



1.12.3. Typically Scorpion Tailed River Barges would function as:

1.12.4. Single retail outlets.

1.12.5. Multi stall retail outlets (like the one pictured in the main artist's impression of the project).

1.12.6. Coffee shops & café's.

1.12.7. Bars

1.12.8. Restaurants.

1.12.9. Festival Barges – The equivalent of 'flower floats' as used in the road based festival productions, except the customers would move in a circuit as opposed to the 'floats' moving.

Hosting MICE & Special Events – With a little innovation the festival barges can easily be reconfigured to provide 'MICE booths', with their position along the walkways changed to group them all together along one stretch.

1.13.0. Function rooms, wedding receptions etc.

1.13.1. **Note*** Outside of the opening and closing ceremonies – where speakers need to address the large crowd (standing or convention style – high capacity / small space) there is little reason why (for some groups) the dinner cannot also be outside catered to the group on the their flotilla of festival barges. Entertainment can be staged on vessels moored in the river centre, and/or piped in through large size repeater screens.

1.13.2. Multi-function barges: Combining stadium style seating with public toilets can accommodate spectators coming in to watch the fireworks and the launching of Kratongs, and the fireworks that are part of the many spectacular festivals on the northern calendar - in comfort & safety.

1.13.3. **Note*** These barges would have an additional 'water access' platform mounted on the river side to allow access to float kratongs.

1.13.4. Sound and light barges – specifically dedicated to providing these services for festivals and special events.

1.13.5. Bank (ATM) barges, money change stations etc.

1.14.0. Launching and Recovering all Floating Components

1.14.1. It is important that we are able to recover the barges and the walkways (all in water components) from the river in the event of extreme flooding or drought, or just to perform repairs and maintenance on them.

1.14.2. The easiest way of doing this given their size and length is to use a tractor and trailer system just as is done in marinas all over the world, to allow the barges and walkways to be launched and recovered on their own trailers, towed by a tractor unit.

1.14.3. Given the single direction flow of the river the ‘slipway’ would ideally be offset to facilitate using the flow of the water to our advantage on launch and recovery.

1.14.4. Both floating jetty sections and scorpion tailed barges would be of a design that could be loaded onto customized transport trailers allowing them to be easily removed from the river for maintenance, repair or in the event of severe flooding. **(See: schematic 6.)**

1.14.5. Given the low height of the bridges across the Ping River in the downtown area of Chiang Mai, separate slipways would need to be used for barges located up and downstream of the bridges respectively.

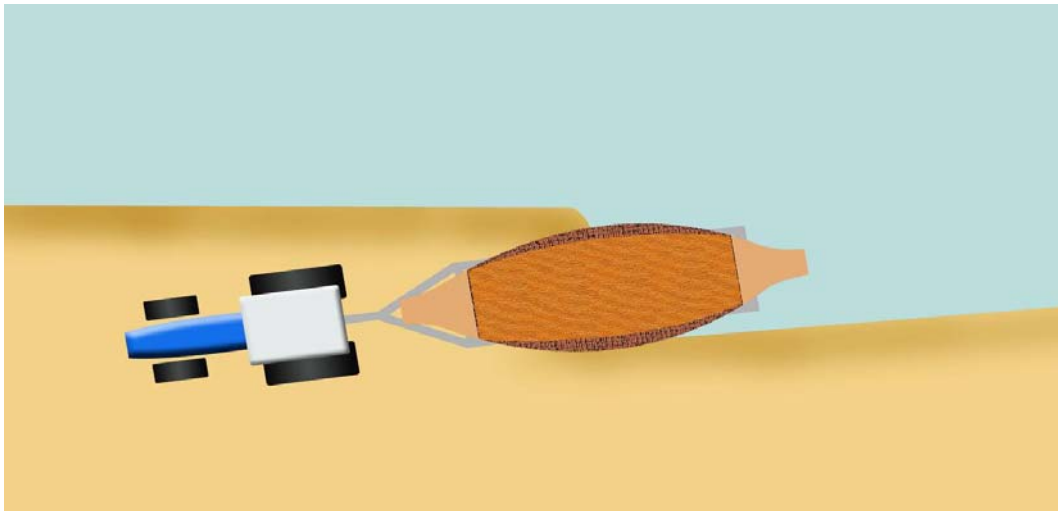


1.14.6. **Schematic 6.** (above) **ELEVATION VIEW** – of the tractor and customized trailer unit used to launch or recover the ‘floating components’ (barges and lengths of floating walkway’ as and when needed.

1.15.0. Transfer and Storage.

1.15.1. The location of the slipway must allow the trailers carrying the barges and floating walkways to be transferred to a holding area along roads that will accept their height and width. Alternatively, the storage facility should be close to the river and in the city centre.

1.15.2. **Schematic 7.** (below) Shows a PLAN VIEW of the launch and/or recovery operation.



1.16.0. Electricity Supply, Water Supply, Sewage Grey Water.

1.16.1. Each 'floating walkway' would connect to the next by means of a moving link connection, and have a 'services' conduit carrying 'water, electricity in, and waste water out' running lengthwise under the top surface.

Note* raw sewage waste options are to be considered on merit during the final planning stage.

1.17.0. Waste Disposal.

1.17.1. Solid and liquid waste can be taken out of the Thaa Phae River Market & Festival Area on a daily basis by one of two options, whichever is deemed to be the most practical.

1.17.2. Small golf cart like vehicles that can access the barges via the access ramps and along the floating walkways at a given time or times of the day.

1.17.3. Tug boats, those used to launch and recover the Scorpion Tail barges can be used to provide other necessary services:

1.17.4. Waste Removal.

1.17.5. Fireboat & Safety Services.

1.18.0 Barge Resupply – Consumables in and out

1.18.1. Small golf cart like vehicles (or handcarts) that access the barges via the access ramps and along the floating walkways at a given time or times of the day.

1.19.0. Postscript

1.19.1. Although the design of the Thaa Pae River Market & Festival Area is unique, the concept of river barges and floating walkways or jetties, is not new to Thailand and has been used quite extensively on Thailand's main rivers.

1.19.2. Image below: An example of floating walkways (of a similar design) in place on the Chao Phaya River

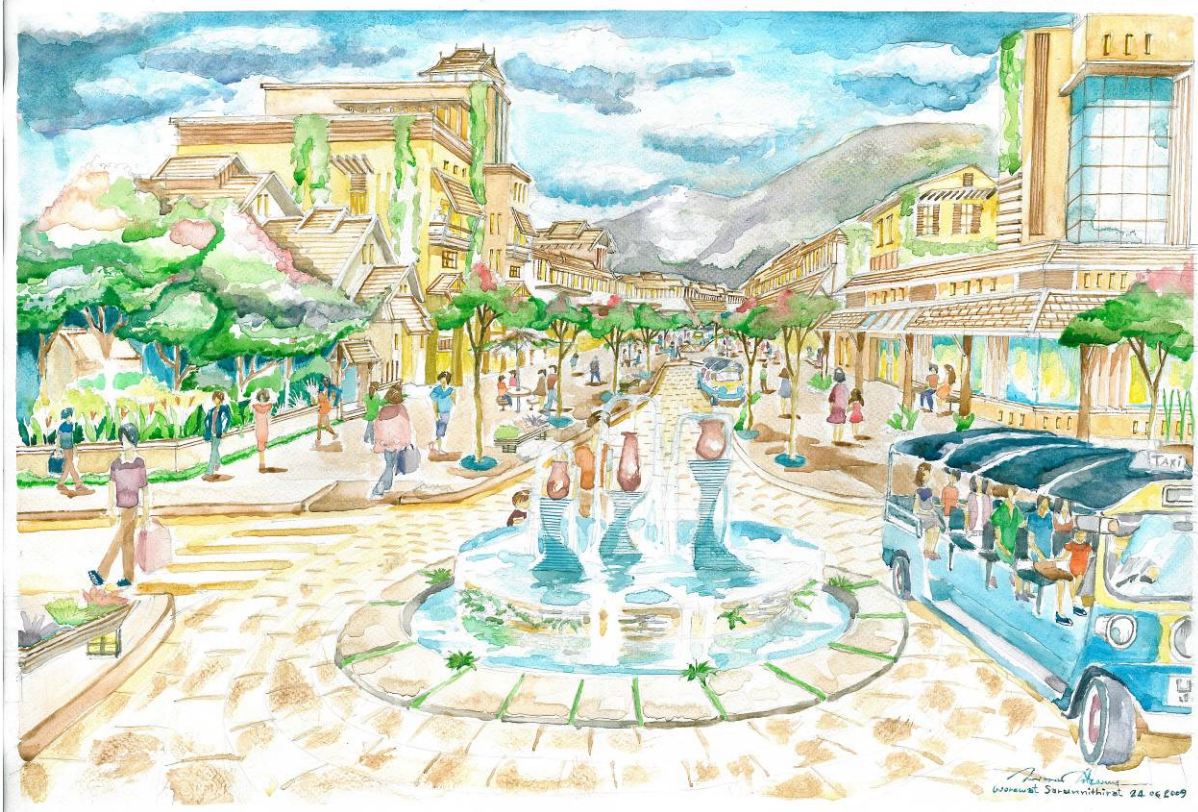


1.19.3. Image: A typical 'rice barge' converted for tourist use on the Chao Phaya River

The Greening of Downtown Chiang Mai

The Project Outline
by
Track of the Tiger T.R.D.

The proposal assumes project implementation will be by local government



- 2.a. Image above: Down Town Chiang Mai – (Loy Kroh Road) – from east to west - after the makeover
- 2.b. Image below: (Loy Kroh Road) before the makeover.



2.0. Introduction.

The Thaa Pae River Market & Festival Area project would be a good starting point from which Chiang Mai could embark on its journey towards becoming the Kingdom's first 'Sustainable City'

It will also allow a starting point to raise the level of revenues generated by tourism that will in turn provide the funds to commence the next phase – **The greening of downtown Chiang Mai.**

The work required is in fact quite minimal, mainly cosmetic, and could be implemented quickly. The project is broken down into 2 phases:

The makeover of 3 roads would be considered as the pilot project on which the viability of the project in terms of cost vs benefit could be assessed, before the Phase 2 of the project was started.

2.1. Phase 1. The conversion of the Mae Kha Canal to a permanent 'walking street'

2.2. Phase 2. Loy Kroh Road – From the Ping River to the east side of the moat.

2.2.1. Changklaan Road – From Thapae Road to Sri Donchai Road.

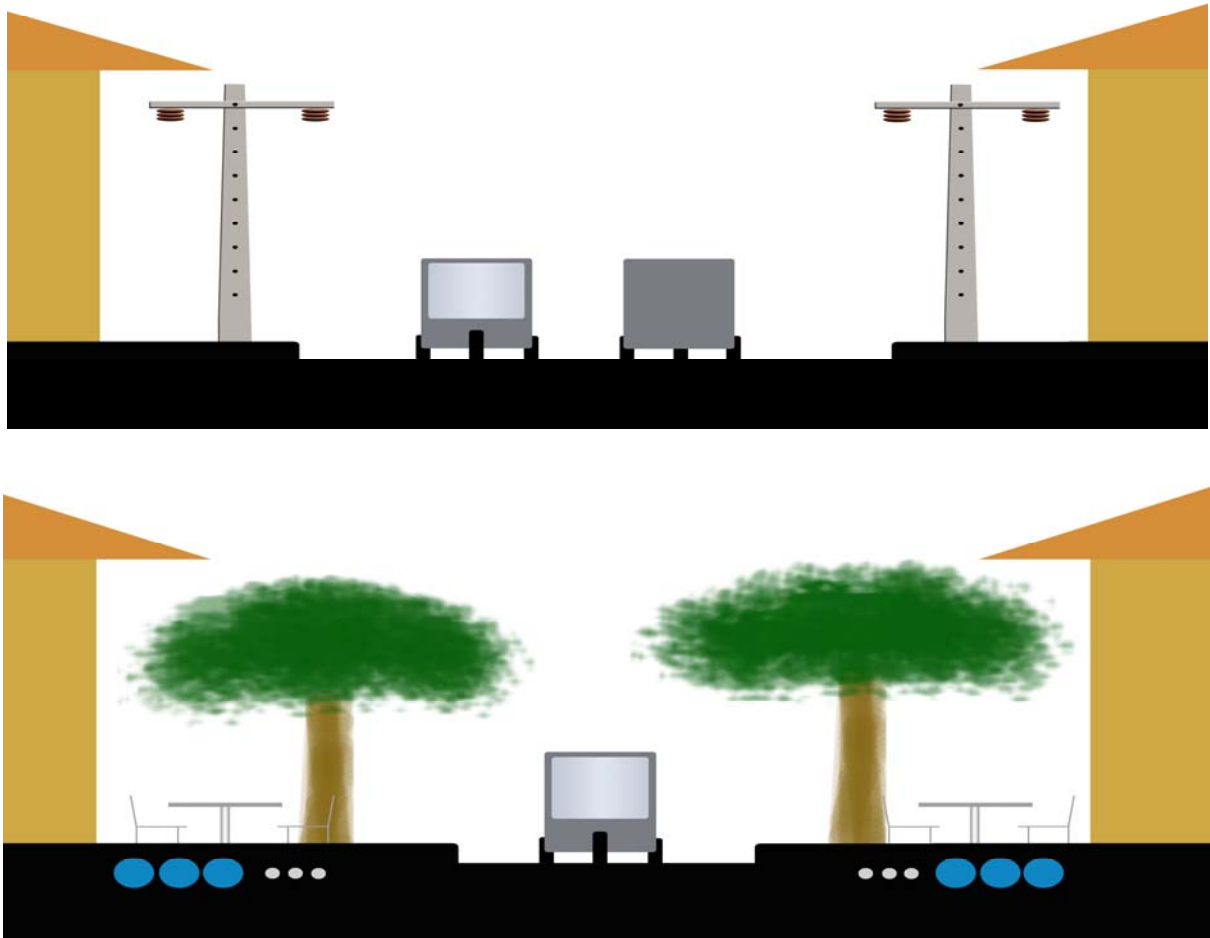
2.2.2. Kamphaeng Din Road – From Thapae Road through to Srid Donchai Road.

2.3. Phase 3. The greening of the small sois within an area from Thapae Road in the North, Sri Donchai Road in the South, Charoenprathet Road in the East, and Kotchasarn Road in the West.

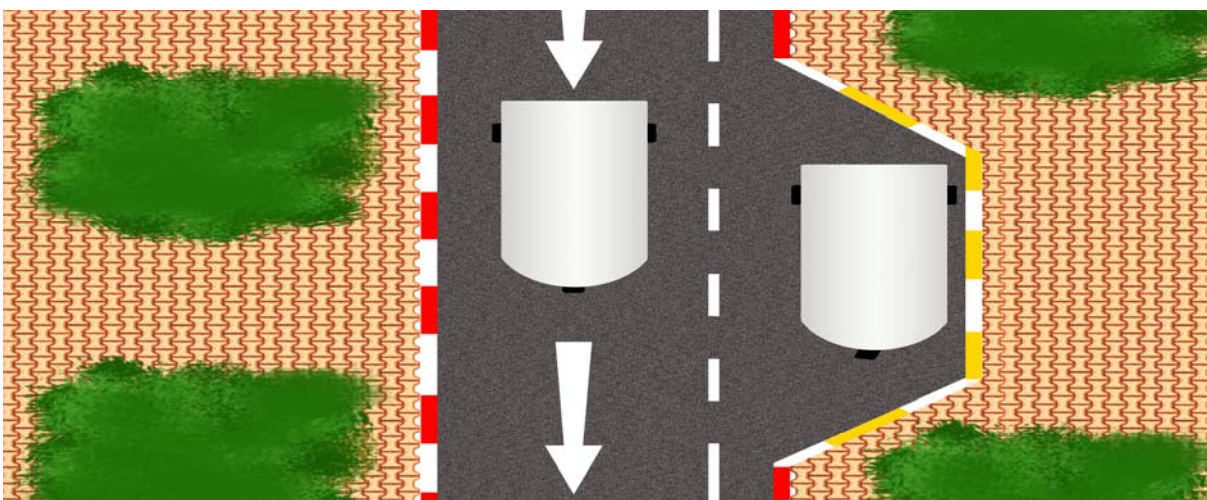
2.4. Image. Google Map – show in PLAN VIEW of both the location of proposed 'downtown area'



2.5. Schematic 8. (below) Wide road and pavement schematic - as it is now.

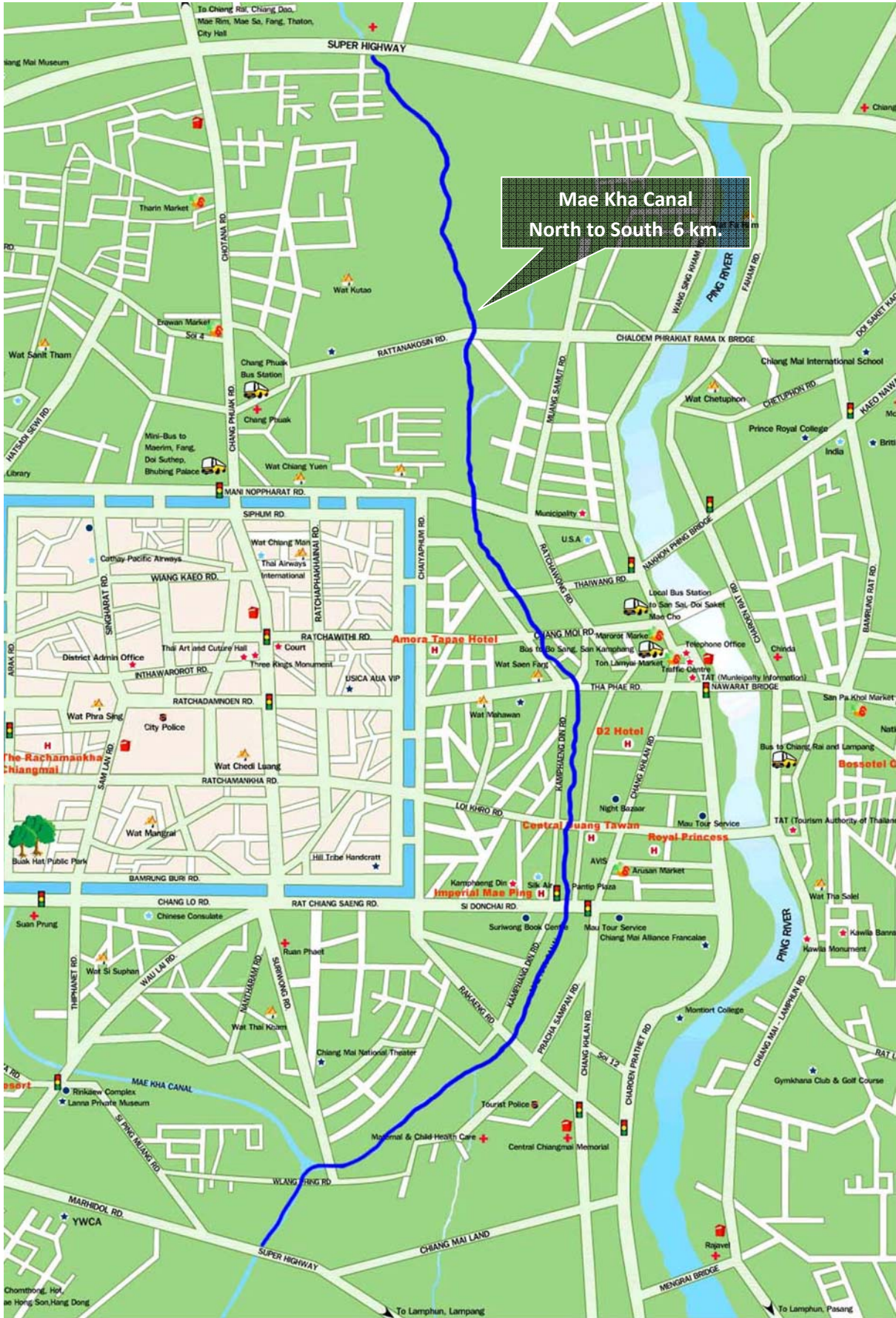


2.6. **Schematic 9.** (above) The narrow road & wider pavements - after the makeover.
 Note* The buried water mains, waste water and underground electrical cables.



2.7. **Schematic 10.** (above) The narrow road with typical (every 100m) passenger pick up point shown

2.8. **Image** – Depicting the route (blue line) of the Mae Kha Canal through Chiang Mai



2.9. Project 1. The conversion of the Mae Kha Canal to a permanent walking street

In 1797 when King Kawila re-entered Chiang Mai some 20 years after the Burmese had been driven out, he erected earthen fortifications around the city and converted the Mae Kha stream into a canal. Without a continuous flow the canal became a sewer running through the heart of the city.

The canal no longer has a water source and starts from an area near the Lan Na Hospital and runs through the city eventually opening into land just south of Mahidol road (that leads to the airport.)

Although numerous discussions have been held on how to clean up the canal, the number of agencies involved as well as a lack of budget, have stalled all progress. After 210 years it is perhaps time we did something about it.

Mr John Shaw, a 40+ year Chiang Mai resident and ex- Honorary British Consul suggested some time back that the canal be 'filled in' and converted to a permanent walking street. It is an excellent idea. Ideally this could be done in accordance with a strict traditional design code, and strict operating guidelines criteria for the small businesses that are allowed to erect stalls of approved design along its length.

2.10. **Project funding** – It would also be financially viable a local government run project, if funds were made available for it.

The project would be attractive to a private sector investor as a government granted concession: Under that model, a toll gate access system would provide revenues to repay construction and long term maintenance, waste disposal costs. Low cost 'rental' revenues from stall operators would provide the return on investment.

Alternatively, it could be operated as a private-public sector partnership, a mix of both the above options.

The advantages of the project – financial, social and environmental are significant and allow an attractive return on investment subject to lease / concession terms, cost and duration.

2.10.1. It provides an opportunity to convert a piece of government owned property from a health hazard and eyesore into a vibrant 'walking street style' market area that is traditional in design, and caters to the budget end of the market – a fantastic addition to the Chiang Mai tourist attraction.

2.10.2. The opportunity to move the street vendors off the main road pavements where they are encroaching on the right of way, and must deal daily with the continual uncertainty of the legal issues governing their right to be there. They should be given preferential options on 'booths' in the Mae Kha Canal Market, and assistance to start up a better and more secure business for themselves.

2.10.3. The opportunity to run a 'green belt' right through the heart of the down town area, establishing a carbon sink, and a 'lung' for the city right where it needed.

(See Map on page 20)

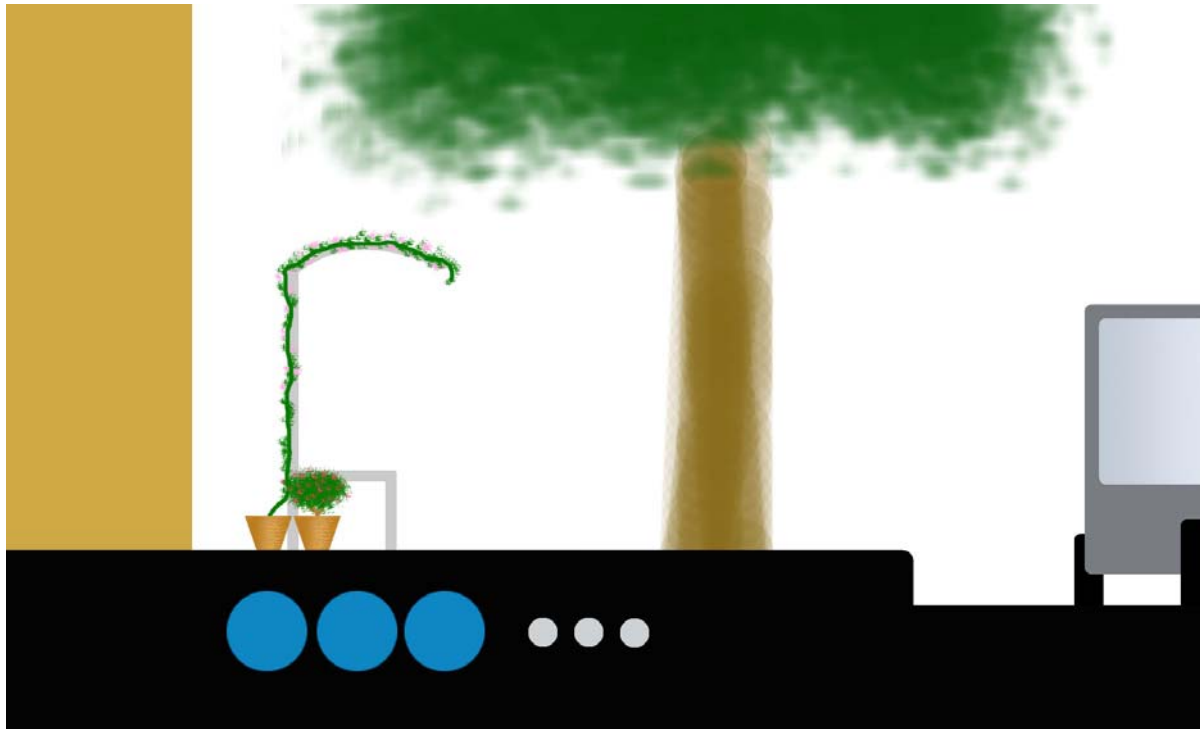
2.11.0. Project 2 & 3 – The greening of selected major and minor roads in the down town area.

The work involved.

- 2.11.1. Narrow Roads** - The roads will be narrowed to allow only for the passage of one vehicle width.
- 2.11.2. Note*** The vehicles using these roads would be restricted to those that are narrower than normal: Electric or LPG long bodied TUK TUKS, & Songtaew, (local vehicles) as well as narrow buses for hotel transfers (as used in China and Bali.)
- 2.11.3. Note*** Supply and maintenance vehicles would use the roads only at pre-specified times.
- 2.11.4. Passenger Pick Up Points** - Single lane passenger collection points with seating and sunshades would be provided so that the new Tuk Tuks / Songtaew could collect passengers without disrupting the flow of traffic.
- 2.11.5. Wider Pavements** – The pavements, currently too narrow, and cluttered to allow easy movement by pedestrians would be at least 4m wide, planted with shade giving trees, and equipped with rest areas, fountains and ‘vertical gardens’ – arches etc.
- 2.11.6. Under pavement utility lines** – The water supply, waste water drains, and all overhead electrical lines would be buried beneath the new pavements.
- 2.11.7. Building Facades** - Would have to conform to city design codes for contemporary Lan Na style properties in the specified zone. Soft loans could be made available to those who needed to change the facades of their buildings to conform.
- 2.11.8. Vertical Gardens** – Most initiatives suggested for the greening of the city propose the planting of ‘selected’ species of trees and roadside flower beds. Whilst we agree with the idea in principle we believe the benefit is restricted by the limited amount of space available.
- 2.11.9.** The tree and flower bed planting programmes should be supplement by the introduction of vertical, elevated and rooftop gardens.

Examples: The proposed passenger pick up points (Schematic 14 above.) need protective roofing or sunshades. These could be fashioned from latticework frames over which creepers are grown. Their water supply comes from the nearest air-conditioner unit condensation drain off pipe.

2.12.0. Schematic 11. (below) Typical passenger pick-up point roofing/sunshade.



Vertical gardens could be put in place wherever there is available wall space and access to water run-off from nearby air-condition units.

Protective railings, barriers on the pavement need not be modern chrome covered metal, alone, they could be covered by latticework over which suitable plants & creepers can be grown.

The invariably ugly second and third floor shop house 'balconies' that serve only as features to conceal air-conditioner units could also provide:

- Starting points for wall mounted vertical gardens.
- A platform for standing or hanging pot plants.
- Air conditioner water run-off as a source of water for plants and gardens.

2.13.0. Rooftop gardens

Two types of roof gardens would work well in downtown Chiang Mai.

2.13.1. The flat roof garden – (dark green- Schematic 12 below) can accommodate pot plants, small vertical garden units as well as a light overhead framework (steel or wooden uprights and horizontals), from which to hang plants and over which to grow creepers. These are very popular in Europe's inner cities.

2.13.2. The Apex style 'classic roof' garden – (light green – Schematic below) where wooden batons are run along the lower edges of the roof and across the top (apex.) Wire lines are then run from one side to the other (standing off the roof 5-10cm) and creepers are trained to grow along these lines.

Both types act to cool down the buildings, save energy and absorb carbon dioxide.

2.13.3. Schematic 12. (below) Rooftop area gardens – both types.



2.14.0. The environmental dividend

2.14.1. A reduction in traffic in the downtown area - The creation of the Thaa Pae River Market & Festival Area as a focal point for tourism in Chiang Mai's downtown area, will eliminate many of the infra-structural and environmental problems facing that area. It may well eliminate others altogether.

2.14.2. A reduction in the number of vehicles in use - If conveniently located park and ride areas are established within easy access of each of the 4 corners of the Tha Pae River Market & Festival Area.

2.14.3. Customers will be able to drive in to those park and ride areas in their own, tour company, or public transport. (Examples: – Railway station area, city sports stadium). Then boarding quick, regular and direct, public transport, they can be transferred to or from any of the Thaa Pae River Market & Festival Area walkway access points.

2.14.4. Public transport – Songtaew – The public transport between park and ride areas, and the Thaa Pae River Market & Festival and Down Town area can be (new design) Tuk Tuk or Songtaew based. This will keep many of the 3000 plus drivers in employment.

2.14.5. Entrance restrictions to the downtown area - In establishing the Tha Pae River Market & Festival Area as a focal point for tourism, and providing park and ride areas, the need for people and vehicles to enter the old downtown area will be reduced. It may even be possible to establish a 'pay to enter system' to reduce traffic volume in these areas, as is common in many parts of the world.

2.15.0 Further Detail: The Financial Benefits

2.15.1. Commercial property value increase - Just the fact that a plan along the lines proposed has been developed and approved would be enough to increase property values in the down by a significant percentage.

2.15.2. **Note*** For those businesses struggling financially because of the economic downturn, the increased property values could allow them the collateral to restructure their debts and/or to finance an upgrade of their properties to improve energy efficiencies.

2.15.3. Improved customer access - The roads in most areas of the downtown area are no longer easy to park along. Small business operators suffer from a lack of clientele as a result. Existing privately owned buildings are falling into disrepair because, being poorly located (without customer parking) their potential use and therefore rental value is limited.

2.15.4. Resident's parking - Local government can offer property owners in the vacated city premises, soft loans to convert their buildings to ground level or multi story (low rise) parking garages - for area residents only.

2.15.5. The boutique hotel industry - Reclaimed buildings in the downtown area could be redeveloped as 'new style boutique hotels' where character and old style design provide customer appeal and higher revenue per room than the conventional Chiang Mai guesthouse.

2.15.6. The hospitality sector - The renovated buildings in the down town area could easily be converted to higher end restaurants and clubs with strict regulations in force as to their exterior design.

**The Development of Chiang Mai – The city has no future
if it does not learn from the mistakes of the past.**

3.0. Challenges – of earlier times.

Some 700 years ago, King Mengrai ruler of the then Lan Na Kingdom faced with constant flooding of the capital Wiang Kum Kam, decided to resolve the environmental problem of his day by relocating his seat to a place some 3-4 kms., to the north. Chiang Mai was thus established in the area of land between Doi Suthep - the mountain to the west of the city, and the Ping River to the east.

This solved the problem of annual flooding and the city flourished. Later Jin Haw traders with their long caravans of pack ponies carried goods from Moulmein (Burma) in the west, along a well established network of trails through Chiang Mai to Yunnan and all points east and south.

The focal point of the trade was in the area on the banks of the river, now known as Wat Ket, (formerly Ban Thaa or Port Village) and there goods were cross loaded between pack ponies, warehouses and scorpion tailed boats.

The craftsmen of Lan Na became famous for their skills, (wood, silver, textile, laquerware and more) and trade flourished. Gradually as the traders in Bangkok and the south found cheaper products from elsewhere, many reaching them direct by sea, the craftsmen of the north were no longer in demand. Trade in crafted goods dwindled, replaced by trade in teakwood logs and of course opium.

3.1. Today's Challenges – Environmental

The second set of environmental challenges came in several forms; deforestation from the excessive logging of teak, and from forest encroachment often to facilitate the central government's policy to introduce and expand the areas farmed under a 'mono-crop' based agriculture programme.

Chemical based farming replaced the more environmentally friendly, less productive but sustainable methods of old. The motor car became both transport and status symbol, roads and more roads were built in its honour.

Air, soil and water pollution began to build with few aware as to how the topography of the Chiang Mai and Lamphun valley would accelerate the effects of this problem to dangerous levels, beyond all expectations.

3.2. Challenges - Chiang Mai and Tourism Development

The history of tourism development in northern Thailand, and Chiang Mai in particular is a rather sad one. Long before the beach destinations of the south became household names, the north of Thailand was attracting independent travelers who were drawn by three things:

- 3.2.1. The quaint charm, grace, culture and friendliness of the northern Thai people.
- 3.2.2. The ethnic minority or 'hill tribe' groups that inhabited the hills of the north.
- 3.2.3. Later – as the city became more widely known, a third attraction developed, that of the handicraft industry, based initially of hill tribe artifacts and northern Thai crafts.

Had the city's leaders of that time, and those engaged in the local tourism and handicrafts industry at that time been able to see the future they may well have said; let's look at how we can benefit from these attractions in a sustainable manner. They could have avoided seeing tourism to have a negative impact on the culture, the culture and way of life, and the environment. The city could quite easily have applied for and been granted World Heritage City status.

Instead, seduced by the potential revenues from mass tourism that catered to a client base that had no time to explore the destination at a leisurely pace and were easily satisfied by 'contrived cultural attractions', the city opened its arms in welcome to a tourist market segment that could not have been more 'wrong' for it.

The cultural attraction was quickly 'commercialised' to suit the needs of the mass market. There was a boom period, where a select few benefitted from tourism, and others from the export of handicrafts. The honeymoon was however over long before the recent economic downturn. The 'mass market' is now moving on to new destinations, not yet destroyed, and Chiang Mai must count the cost – social, cultural and environmental – of its earlier decisions.

Anybody who believes that once the current economic crisis is over, the quality tourists will come back in numbers – is fooling themselves.

12 years ago, the statistics for tourism visitors to Chiang Mai showed we had less than a 15% 'return visitor rate', compared to that of 40% for Bangkok or the south. They have not improved since then.

Why? – Because we did not have enough attractions or activities that visitors would want to return to for a second or third time. Chiang Mai became a cheap destination of 'one visit' value, and will remain so until fundamental changes are made.

(Examples)

3.3. Visit to Wat Doi Suthep – for foreigners this is a one-time only visit, and many are quite confused by the apparent commercial nature of it all.

3.4. Hill Tribe Trekking -for young backpackers it is a 'tick off the list activity', for the serious eco-tourist, nature lover or those who want to see a more responsible equitable approach to tourism (the majority) it has no appeal. In fact the trekking product promotes a negative image for northern Thailand.

3.5. The Night Bazaar – most products on sale are manufactured in China and imported to Chiang Mai. Others, due to the commercialization of the handicrafts industry, can be purchased in the guest's home country cheaper than they can be purchased here.

3.6. Elephant Riding – generally speaking this activity has been packaged for the mass market – a show and a short ride around a camp on the outskirts of the city (not in beautiful evergreen forest through jungle, across rivers and under waterfalls – as seen in many brochures.)

3.7. Bamboo Rafting – again, mainly for the mass tourism market, on slow flowing rivers close to the city.

3.8. Khantoke dinners – a mass market product, copied from the Hawaiian equivalent and adapted for use in northern Thailand.

Over the past decade, for reasons that few people understand Chiang Mai has reacted to the lower than anticipated' interest from mass market visitors from Europe and the traditional markets, by building more mass market mega-attractions – this time aimed at the regional markets.

Sadly, these mass market mega-attractions bear little or no relation to the city's USP's (unique selling points), and have not justified the money spent on them. In the eyes of global tourism industry, who it would appear were never consulted regarding their interest in these attractions, they have in fact further eroded the appeal of Chiang Mai as a tourist destination.

The city has now reached a point where it has a serious oversupply of hotel rooms (obviously commissioned without adequate market research), and by the admission of those involved in tourism – it has been reduced to pinning all its hopes on a single baby Panda bear, on loan from neighbouring China, and kept at great expense in an air-conditioned box.

4.0. To summarise:

4.1. The environmental problems - A 'tipping point' in the level of land, air and water pollution in northern Thailand has been reached. Difficult decisions must be taken regarding the future development of the city, and of the northern region. There is no doubt at that its citizens cannot continue on polluting the air, soil and water and expect to the next generation to survive.

4.2. The tourism problems – We can surely conclude that mass tourism is not a viable solution for Chiang Mai, it never has been and never will be. We need to focus on the unique selling points we have, and factor in the results of our 'future trends' study (below) to determine the way forward over the next 5-20 years.

4.3. Is there a way out of this situation?

Thailand's image, placed under the microscope after the airport closures and political discord has been badly tarnished in the eyes of the world by a number of issues. Problems previously overlooked by a customer base charmed by the Thai way, have been brought into focus. The government's handling of the problems in the south, the inhumane treatment of cross border refugees, its perceived weaknesses in terms of human rights, its animal rights record, the airport scams and the recent exposures regarding how widespread the problem is. From the tourism industry perspective, the Kingdom's failure to upgrade the tour product in the face of growing competition, despite having had a 40 year advantage over the rest of the region. The standard reaction from those in charge of tourism is that whenever there is a problem, we lower the price and increase the marketing budget – rather than addressing the problems themselves.

On top of this the world is expecting a lot more violence and unrest from Thailand for an extended period of time, whilst the nation grapples with the challenge of installing a genuine representative democracy.

Solutions to problems at a national level will take time. The immediate and long term future of Chiang Mai however cannot wait, and whether those decisions are the right ones will depend entirely on whether the people of Chiang Mai and their elected leaders have the vision to:

4.5. Recognize the extent of the problems the city and northern region faces, and why?

4.6. Invite input from all groups in northern Thai society and beyond. Carefully consider the advantages and disadvantages that the following hold for the north: climate change, technology, demographic shifts, Thailand's over reliance on exports, the ageing population and the lack of a social security net for it, the green energy revolution, the need to shift away from chemical and mono crop based agriculture, the basic security problems that conflicts from food and water shortages will have on the regional, national and global stage over the next 5-20 years – and more.

4.7. Involve the greater community in determining the way forward, look beyond tourism, and then implement real and sometimes difficult solutions to the pressing problems in a holistic manner.

4.8. It should be noted that the northern Thai did in fact have a comprehensive system of 'protocols' in place collectively known as **Kud** that guided their way of life, their interaction with others and with the environment. (Read the book: Sustainable Cities in Chiang Mai, A Case of a City in a Valley by Duongchan Apavatjirut Charoenmuang.

4.9. Authors comment – from Shane K Beary of Track of the Tiger T.R.D.

I still believe that Chiang Mai and the north have major POTENTIAL advantages over regional competition in terms of ACCESS, UNIQUE CULTURAL IDENTITY and SUSTAINABILITY if it were developed as:

4.9.1. A suitable base for the many new era 'high tech' businesses that can afford to operate at a distance from the capital and so benefit from the advantage of lower operating costs, and from being able to offer their employees a far better lifestyle and environment in which to live and raise their families.

4.9.2. One of the world's best 'responsible tourism & special interest travel' destinations – based on a much improved tourism product line up with 'multiple visit value', including a much improved ethnic minority tourism attraction where the hill tribe groups are made genuine stakeholders.

4.9.3. A top class biodiversity reserve management area, built around an eco-tourism and a non timber forest product industry that positions northern Thailand a major source of the world's alternative non-oil derived products, for the medical, spa and health product industries.

He also believes that Chiang Mai could and should become the Kingdom's first really sustainable city:

4.9.4. With a downtown area that is green, and celebrates the city's history as well as the contemporary Lan Na design style.

4.9.5. With the surrounding farmland – rice paddy and low hills – used to bring about a return to non chemical based farming practices, using the vast amount of knowledge now available to ensure the production of organic products for the domestic and export markets.

4.9.6. Into an arts and crafts design centre- with formal training centres - for artists from all around the Mekong region (and further afield) – invited here to play a role in the revival of Chiang Mai as the regional arts, crafts and 'green product' based design centre.

4.9.7. A suitable base for foreign artists, writers and photographers and others from the 'art' community who work on assignment all around the world, but prefer a home base amongst others like themselves.

4.9.8. A preferred retirement home for both Thais and foreigners, the latter accepting the Thai sensitivity about land ownership, and working around it by owning good quality 'eco-friendly' prefabricated houses, in their own names, located on land leased for 20-30 years.

Under pressure to seek a new direction, where other cities are not, Chiang Mai could as a result lead the region in adapting to change, and gain numerous advantages for having done so. All that is needed is visionary leadership and public participation.

Phase 3. The Need for a Future Trends Study for Chiang Mai

Without doubt, the ordinary people of Chiang Mai need to play a more active role in securing their future as an important part of the Kingdom of Thailand.

They must work with yet compete against the other regions of the Kingdom to ensure themselves of a bright future. Where it serves their purpose they should work more directly perhaps through their own tourism & business promotional bureau to attract investment and trade from the outside world.

The other regions of Thailand should of course do the same.

To facilitate the 'information gathering process' that is required to enable all involved – the people of Chiang Mai and their elected leaders – to have access to the wide range of information that will help them make the correct decisions for the future of themselves and their children, we have added a 'FUTURE TRENDS' survey section to the web based version of this proposal – in both Thai & English.

See: The Thaa Phae River Market & Festival Area on www.track-of-the-tiger.com

We ask interested parties to submit their constructive comment on the projects proposed in this document, and their views on several issues that will affect the future of Chiang Mai, including but not limited to those listed below.

- The Future of Tourism
- The Future of the Northern Thai Culture
- Climate Change
- Carbon Sinks & Biodiversity Credits
- The Changing Demographic in Thailand
- Food & Water Security
- His Majesty the Kings 'Sufficiency Economic Theory'
- The Asian Railway Network & the Fast Train to Bangkok
- The Global need for Inexpensive Retirement Destinations
- The loss of trust in the world's institutions, and the far reaching changes being put in place to address the issue.
- Other subjects proposed by the collective Thai and foreign readership.

All comments, documents and materials submitted will be available to all who want to read them.

Please note that as the forum is intended for constructive comment only, the author reserves the right to remove any content that is deemed not to be constructive or relevant.